

Date: November 5, 2015, 2015

Vita

Lana Kay Carey

1001 Leadership Place, Killeen, Texas 76549

Education

BAAS – May 2004 – Tarleton State University – CT

MBA/Marketing - December 2005 – Tarleton State University – CT

Professional Experience

Full Time – Assistant Lecturer

Texas A&M – CT

Naming Rights Project Director/Adjunct

Texas A&M -CT

September 2010 – September 2011

Adjunct Instructor – Tarleton- Central Texas &

Texas A&M – CT

January 2006 – September 2011

Director of Account Services – Artworks Advertising Agency

September 1998 – December 2002

CEO & Board Chairman – Maplehurst (multi-million dollar family business)

August 1977 – September 1998

Teaching Experience

Tarleton/Texas A&M University – Central Texas January 2006 - Present

I have taught and am prepared to teach:

- Basic Marketing
- Sales Management
- Marketing Management
- Service Marketing
- Advertising
- Personal Selling
- Retail Management
- Promotion Management
- Consumer Behavior
- Organizational Behavior
- Supervision
- Business Communications
- Principles of Management
- Advanced Leadership Applications
- Public Relations

TAMUCT Certified Online Instructor. Developed the following classes for online instruction: Basic Marketing 314 (16 & 8 week), Marketing Management (LOC - 8 week),

Professional Presentations

Image of Killeen Texas/How to change – Killeen Chamber of Commerce

The University Movement/Marketing Strategy – University Task Force

Developing & Analyzing Community Survey – Copperas Cove Chamber

Committee membership:

University Commencement Committee

Viva Les Arts Board Member

Professional Training

Second Wind, Inc. – Account Services Training

Acquired a strong understanding of value-added account service, Importance of research, profitable estimating, and how to build and maintain profitable client relationships.

Second Wind, Inc. – Account Planning Training

Developed skills in account planning, research, implementation, and studied the relationships that exist between client, account executive, and creative department.

Leadership Training Institute of Washington, D. C. – Leadership

Studied the nature of politics, how to research, organize, and develop strategies needed for a successful grass-roots political campaign.